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# THE Publishers' Weekly

*The American Book TRADE JOURNAL*

VOL. CVI.

NEW YORK, OCTOBER 25, 1924

No. 17

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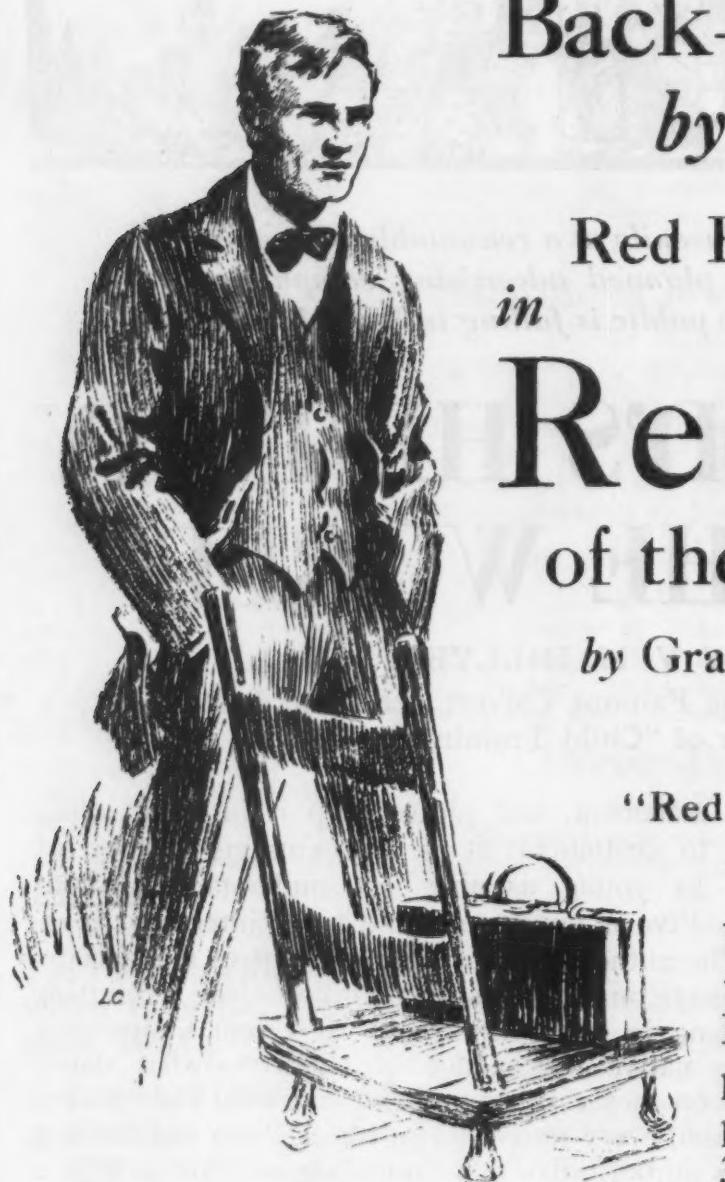
LET'S begin with this statement, and please keep it in mind when explaining this book to customers: it is a fascinating history of the world that children as young as nine can understand without supplementary assistance. Five is none too young to be interested in it, nineteen none too old. The author rewrote it four times in manuscript, and tested it out for five years on hundreds of children before permitting it to be published. Keeping in mind the results of recent momentous scientific studies into the native intelligence of children—what dates, abstractions, words and so on they can comprehend and what they cannot comprehend—he has also used every tested device for catching and holding attention. The material is authoritative and up-to-date and the style is a miracle of wise simplicity and hearty jolly attractiveness.

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A Word to the wise

PUBLICATION, OCT. 15

SECOND PRINTING, OCT. 15

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(Referring to a single episode.)

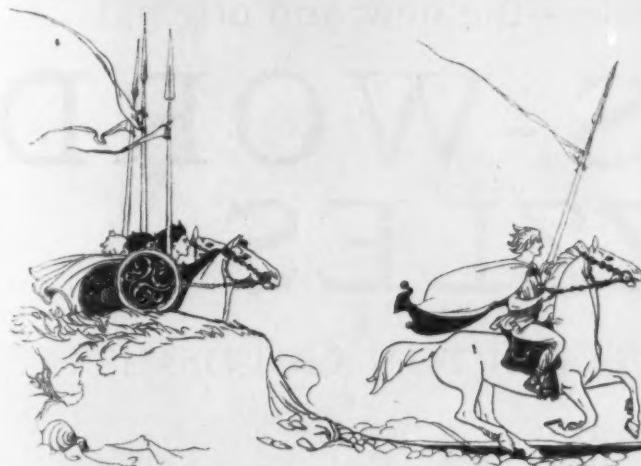
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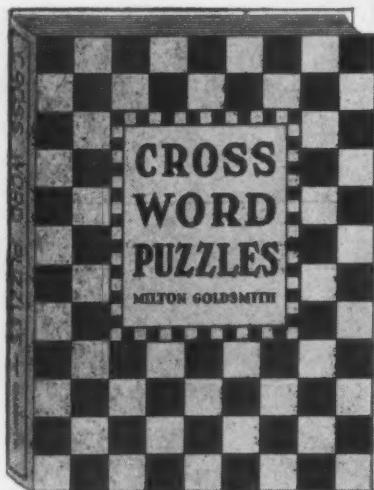
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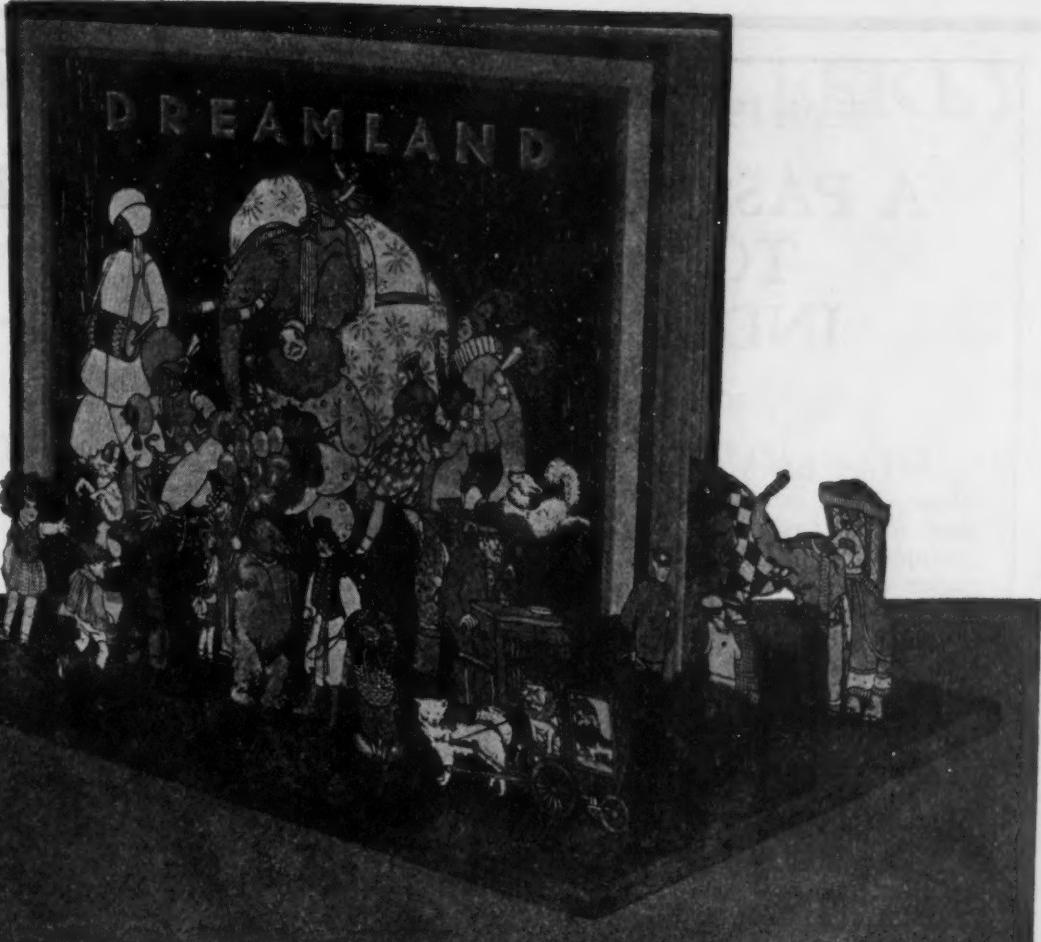
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, OCTOBER 25, 1924

## How We Prepare for the Christmas Season

By J. A. Margolies

*Buyer, Brentano's, New York*

WE prepare for a Christmas season somewhat in the same way, I imagine, theatrical producers prepare for a large spectacular stage production. The ordinary play usually requires a small cast, few stagehands and four or five musicians. (Some theaters have even done away with music altogether.) When it comes to the production of a large spectacle, everything is augmented. Publicity is sent out long in advance, the cast is rehearsed weeks before the opening night, the stage hands are made to go thru their jobs frequently so that mistakes will be obviated and perfection generally attained.

We begin our Christmas preparations long before one thinks of winter coats. If we delay, the publishers will remind us soon enough by beginning to pour out their fall publications.

The preparations for the Christmas season fall into the following phases:

1. Buying
2. Display of stock
3. Advertising
4. Extra help
5. Selling

We will treat each phase separately.

### 1. Buying

Buying is the most important phase, as everything that is sold must be bought. The problem of buying is, of course, an individual matter. But one fundamental principle should apply to all retail stores. And that is, to buy what we know fairly definitely we can sell. Our motto for some time now has been "*We Buy As We Go*," with rather interesting results. To be lured by an extra two cents on a copy and double the quantity that one feels sure of selling is rather poor business. The sooner booksellers find that

out the better it will be for the book business generally.

Being situated in New York, we do not buy as far in advance as many stores must that are a distance from the publishing center. In fact we make it a point to buy only when a complete book is shown. We make exceptions only with books published outside of New York, and with books that for one reason or another must be published in a hurry. In all other cases we must see the finished book including the jacket. In that way only can we visualize how a quantity will look on the counter or in the shelf. However, we familiarize ourselves with all the new publications long before we think of buying. Publishers' circulars begin to pour in early in the summer; the *Publishers' Weekly* begins to carry advertisements of forthcoming books; reading notices are often found in the literary sections of the newspapers. All these we look over carefully, so that when the fall books are shown to us, we already know something about them. Then we buy, following the rule set forth above.

### 2. Display of Stock

Our stock is classified according to subject. It is hard to imagine a bookstore with its stock classified in any other way, altho many stores arrange their stock by publishers. Some say that arrangement by publishers is easy for checking stock. That may be true. We have found, however, that when a customer wants books on a certain subject it is much more advantageous to have all books on that subject together than to have one book on the subject in one end of the store and another book in the other end.

As soon as the stock is received in our receiving department and the bill checked, each book is plainly marked with the selling price and date when received. Our label is pasted in the inside back cover. This is quite a lot of work considering the quantity of books received daily. But it pays in the long run. The price mark saves many trips to the catalogs and consequent delay. And as for the label, there is no better advertisement than a label in a book.

The next process is to classify the books and distribute them to the various departments. This must be carefully done as it is not always easy to classify certain books properly. After the books are distributed to the different departments the clerk in charge of that department is made responsible for that stock. He makes out a card with the name of the book, author, publisher, price and number of copies received. When the stock of that book begins to run low the clerk marks the number of copies on hand and turns the card over to the buyer, who in his turn marks the quantity of the reorder and sends the card back to the clerk in charge of the book. In this way a constant check is kept of stock and the buyer can learn at a glance the time elapsed between one purchase and another.

The person in charge of classifying also puts aside one copy of all new books. Two cards records are made of each book, one under author and the other under title together with the date of arrival and its classification. This makes it easy for anyone to find out if a book is already published and in what department it can be found. A copy of each new book is also placed in what we call the "New Book Shelf" so that everyone can easily familiarize himself with the new publications. Many customers make this shelf their first stop.

Before Christmas we make some exceptions with books that are more or less of a holiday nature and put them in conspicuous places regardless of subject. In this category falls the so called Gift Books which fortunately are going out of favor. But there are still some people left who consider certain books not to be bought for reading but to be given away. This, probably, is why so many inscribed books are to be found in the second-hand shops.

### 3. Advertising

We do a good deal of advertising by mail. We generally choose a book that retails for about five dollars and circularize customers that are specially interested in the subject of that book. To show what can be done with mail advertising we can best illustrate

with one striking example of a successful mail order campaign last year of a book that was generally considered a failure. We sold 1150 copies by mail before the book was published, while the store sales did not reach half the mail order totals. The possibilities of selling books by mail have not even been touched.

In the newspapers we advertise only our service which is very effective, altho it is hard to check back, as no direct results can be traced to such advertising.

In *Brentano's Book Chat* we have, perhaps, our most valuable mail advertising medium. It reaches 85,000 readers, most of whose names were taken from our files. With the coming issue *Brentano's Book Chat* will go on a subscription basis, at fifty cents a year.

Besides *Book Chat* we also use the *Christmas Bulletin* and the *Christmas Bookshelf*. Some people are so accustomed to these stand-bys that they cannot do their Christmas shopping unless they see the books advertised in these special catalogs.

Now we come to window displays. We have found that altogether too much attention is paid to fiction. And as our window space is limited we have learned from experience that the windows which bring the best results are those that display a group of books on one subject. Art books always make a handsome display which attracts a great deal of attention. Another profitable display can be made with books on business. The field of business books is growing greatly and we always get good results from such a display.

During November and December we utilize our window space with books that can be classed as gift books—illustrated books—biographies—travel books and children's books.

Children's Book Week coming the second week in November makes it very convenient for us to start our Christmas displays. Somehow, no window display can be made so attractive as one filled with juveniles. They are just bright and colorful enough, and of good sizes to make a brilliant show. And very often we have customers coming to our store to buy the books for Christmas which they saw in our window during Children's Book Week.

Frequently we tie up our window display with a large display in the very front of the store, with very good results. It never pays to display dead stock in the front of the store. The publishers are spending lots of money advertising their new books. Why not tie up that advertising with a display where all customers can see it?

#### 4. Extra Help

Obtaining additional help for the Christmas season is a very important problem. Naturally enough temporary employees are not as efficient as those that are permanent. The person who wants a temporary job is either an inferior worker who cannot keep a permanent situation or, one who does not need to work but wants to earn a little extra money. Consequently, it is important to choose carefully from the many applicants.

Altho we increase our staff in all departments during the pre-Christmas season, we pay most attention to those we put on our selling force, as they come in direct contact with customers. Often the new employees will blunder for lack of familiarity with the stock but gentle guidance and a little patience on the part of the older employees will benefit the business generally. Since temporary help is a necessary evil, it is urgent to make the best of it. Frequently,

however, we find one or two of the extras who show real ability. These we invariably retain, as in a large establishment some one of the permanent staff must be replaced for one reason or another.

#### 5. Selling

Methods of selling are even more individual than buying. Not only does each store have its own methods, but one salesman's method is different from another. We encourage individuality to its fullest extent. That is how we are able to handle the variety of customers we have. The subject of selling, however, is too big to be handled thoroly in the small space allotted here.

Now that we have bought the stock and displayed it to its best advantage and increased the staff to handle the rush, the advertising all in the mail and the "Please take small packages with you" sign conspicuously placed thruout the store (it seldom helps), the curtain may be rung up on the big show.

## Six New Middle Western Bookshops

### VI

#### Kilmarnock Books, Saint Paul



**T**HREE kinds of stores where merchandising of books is the principal object: the very large and painfully commercial store in which the purchaser is greeted by a seventeen year old girl who asks, "Something for you?", the large but wholly pleasing store where the clerks know their business, and the small store that is generally called a shop where the clerk's greeting is simply, "How do you do?"

The small store is usually opened by a person more interested in books than in merchandise, and that is sad for himself and the publishers alike, for he will have learned nothing of bookkeeping, and nothing of the methods of the larger retail stores. It takes him a long while to understand that a cash register and a bookkeeping system actually save him money.

Kilmarnock Books is of this latter kind. It was started, three years ago, on the principle that at least two bookstores could exist in a city the size of St. Paul. There was no thought of competition; the principal object was the establishment of a place where

people could come, sit, talk and—it was to be hoped—buy books.

The scene was a large room on the second floor of an office building, and inside were two walls lined with books, a few comfortable chairs, a fancy book trough that could be wheeled about, and a bright navajo rug on the floor. One partner being a maker of etchings and the other a writer—no matter how indifferent—it was thought that their friends, at least, would climb a flight of stairs whenever those friends were impelled to buy a book.

It was a magnificent success. The friends came, they sat, they talked, they even went so far as to serve tea—but very few of them bought books. And soon the bright idea seemed to have faded as bright ideas usually do. So one of us said to the other: "Here, we haven't sold enough books even to pay the rent. It's so dull up here I have to stick myself to keep from going to sleep." The friends had come until the novelty was no more and then they stayed away.

That fall we moved. It wasn't much of a job. The books and shelves were loaded on a wagon and hauled to the new quarters, a sixty by forty room on the main floor of another office building. It was the book-

buying season, and a few strange faces came in now and then. Sometimes, even our friends came,—to say "Hello" and to observe whether we had gone bankrupt yet. We hadn't: we had determined not to, altho that determination often weakened when a customer, naturally irascible, would com-

Miss So and So, the school teacher, did not like "Winesburg, Ohio," and we were mystified to know why Mr. This and That, who wrote letters to the papers about Americanism, did not like "Prejudices." Somehow, they never came back to give us another chance.



THIS ST. PAUL BOOKSHOP HAS A WINDOW LIKE A PICTURE FRAME

plain that his bill, for the third time, was too much, and walk huffily out of the store.

The next fall we moved again, this time to a much larger place. It was part of the old Minnesota Club and there was an immense window in which to display our wares. There also were four rooms: one for current books, one for children's books, one for fine bindings and one for an office. But what was more important than our moving was our purchase of a cash register, and what was equally necessary was the hiring of a bookkeeper. From morning till night on Thanksgiving day we worked at moving.

Here, our plans somewhat changed. Until this time we had handled only those books that we believed to be fairly good. We sold, say two hundred copies of "My Antonia" to five copies of a more popular author. We sold Dreiser, Mencken, Anderson, not their latest books but some that had been published much earlier, saying "Oh, haven't you read that? It's great." We were very priggish. We wondered why

But in this new place, along with our cash register and bookkeeper, we acquired better sense. We bought books of which we were not particularly fond. We had observed that there were all kinds of people and that it was stupid to try to make a person like a book, to thrust it down his throat. "To the devil with atmosphere," we told each other; "When Mr. Jones asks if the new Zane Grey is good as his latest, tell him 'yes.'" You see we had discovered that if we said we didn't think much of a book that was popular the prospective customer would simply walk out and buy it somewhere else. And we didn't have any more teas. We didn't make any more mistakes with our bills, not so many at any rate.

That fall and that winter we sold twice as many books as we had sold in the other place from which we had just moved. Fewer people came in to pass the afternoon than those that came in and went out soon, with a book or two. Scott Fitzgerald used to come in and say, "Well, you're getting a little

sense. It looks like a regular place of business." Carl Sandburg, whenever he was in town, would look around at the neatly arranged books and tell us that if we didn't look out we would have a pretty good store soon. Sinclair Lewis informed us: "It looks as if you were selling books now." And that is what the salesmen, who, by the way, had counselled the move from the beginning, said to us. "Yes," we said, "but it isn't exactly as it was when we started out; we thought to sell only good books, books that we liked."

The next fall the cash register began to get warm as early as September. And it kept growing hotter until the Christmas season was finished. During the holidays we had a staff of seven, only two more clerks than we regularly employed. We had all sorts of books: Harold Bell Wright, A. S. M. Hutchinson, Peter B. Kyne, the

buy books. And these letters were congratulatory, they spoke of our having supplied the Northwest with something it had always needed, an "intimate" bookshop. The letters spoke approvingly of "our atmosphere."

And now our friends come back again when they want to buy books.

For those readers interested in the facts of the case, I append the following data:

Kilmarnock Books was opened on the 15th of September, 1921, by Cornelius Van Ness and Thomas Boyd. It required three years for it to reach its present elegant and commodious position. Here, only books are carried, in spite of the fact that we were told thousands of times that bookstores could not exist without handling stationery, pencils, pens, ink, rubber tires, sofa cushions, antiques, shoe horns and tea cosies as side lines. It has several gay rugs on the floor,



A FRIENDLY ATMOSPHERE AND BOOKS FOR EVERY TYPE OF READER

Emily Post Book of Etiquette, and what's more we sold and reordered them.

We were a little ashamed of ourselves. Who in thunderation had bought all of those books on etiquette, and that silly, ephemeral Auto-suggestion of Coué? It was terrible. And then we began to get letters from customers, from people who had read our monthly pamphlet on current books, from people who had come in the store to

several chairs and reading lamps. Some months ago the two proprietors became so weary of fending off questions about the meaning of the store's name that they got hold of Mr. James A. Gordon. He is the active store manager while the proprietors do the heavy looking on. One of the owners made a resolve not long ago to keep the store going forever tho the heavens should fall.

# Retail Store Location

## III

### Store Building and Construction

ONE difference between a good and a poor location is the fact that in a poor location the limit of the market is more easily reached and therefore does not adapt itself to an intensive use, while the good location does lend itself to intensive use and, indeed, the increase in rent may demand such use. One of the first steps in putting a good location to intensive use is the erection of a suitable building. On account of the fact, however, that most of our retail districts are already built up, such new construction is not always possible. It then behooves the merchant to examine the prospective building to see whether it is adaptable to an intensive use and whether there are detrimental features about it.

The frontage of the building adds to its value in giving width to the store and available space for window display, both of which facilitate the advertising of the merchandise to the passing public. The exterior design of the windows and entrance are important. Store fronts are subject to fashion, and hence the structure of the building should be such as to permit easy and economical changes in this respect. Stores require an entrance that will not be easily blocked, and, as a rule, steps either up or down are a disadvantage. There is room for much investigation as to the proper position of entrances into a building, especially when the building is on a corner or occupies a whole block.

Some value may be attached to the construction of a building so that it harmonizes with the ideals of its particular line of business and the particular kind of trade that is desired. Distinctiveness helps to attract attention. The construction of the building in its relation to fire risks is important. Investigation should be made as to the material used in construction and as to the convenience of installations such as fire sprinklers and plumbing. The future needs

of the business and also the availability of land or buildings to satisfy these needs should be examined, remembering the additional space that might be obtained by the use of a basement or upper floors. These parts of the stores, however, have the objection that it may be more difficult to get people to go there.

Factors pertaining to the interior that are worthy of consideration are: Location of stairways and elevators, departmental communicating possibilities, heating, lighting and ventilation. Heating and ventilation are important not only in their relation to customers but also in their effect upon employees. In a building that is poorly ventilated, the clerks are likely to become drowsy and inefficient. Lighting is important in the proper display of goods.

Various costs of the building are to be considered. If the building is purchased, there is the question of the initial outlay of capital. Then, in addition, there are the various carrying charges of taxes, water assessments, probable repairs, insurance against fire, broken windows, water damage, etc. If the building is rented, there is always the question as to whether a building with a cheaper rental price would not yield more profit. In this connection it is well to remember that profits may be made either by adding large margins to the costs or by turning the stock often on narrower margins. It is the possibility of making few sales at a large profit or many sales at a minimum profit that gives a store site a high value.

Consideration should be given the protective features of the building. Is the police patrol satisfactory? Is the building exposed to fire hazards, either internal or external? What protection is there against hazards, and what are the size and equipment of the fire force? These are questions which may well be investigated.

*THE last section of the article on Retail Store Location, prepared by the United States Department of Commerce appears in this issue. It deals with such important details as Store Buildings and Construction, Relation to Consumers' Buying Habits and the Conclusion.*

### Relation to Consumers' Buying Habits

It is a well-recognized principle in marketing methods that all sound merchandising policies should start with a consideration of the consumer. The question of a location for a retail store should, therefore, be investigated in its relation to consumers' buying habits.

Dr. Melvin T. Copeland states in a recent article<sup>1</sup> that from the standpoint of consumers' buying habits, merchandise sold in retail stores can be divided roughly into three classes: (1) Convenience goods; (2) shopping goods; (3) specialty goods.

*Convenience goods* are defined as those customarily purchased at easily accessible stores. The consumer is familiar with these articles; and as soon as he recognizes the want, the demand is clearly defined in his mind. Usually these goods are of small unit price and are purchased frequently. The small unit price does not warrant the payment of a street-car fare to make a special trip for the articles, nor does the purchaser feel justified in going far out of his way to obtain the goods. It is for such reasons that stores purveying these articles should be located at points easily accessible to the customer. The neighborhood store or the corner cigar store are applications of such principles in location. The effect of the inaccessibility of such a store may, however, be offset to a certain degree by delivery, provided it is prompt and efficient and does not increase the price of the goods sold.

*Shopping goods* are interpreted as those for which the consumer desires to compare prices, quality, and style at the time of purchase. The exact nature of the merchandise wanted may not be clearly defined in advance in the mind of the shopper, nor does the want usually need immediate satisfaction. Ordinarily the shopper makes a special trip for the desired articles and wants to make comparisons in several stores.

Hence it can be seen that, in general, the shopping store should be centrally located in the retail district. Furthermore, a grouping of shopping stores in a certain area often serves to facilitate the desire on the part of the shopper to make comparisons. This is a partial explanation of the assembling of women's stores on one side of the street. Another reason for the central location is that these stores must carry a large stock of merchandise and make only comparatively infrequent sales to one shopper. Therefore they must be so situated that they can draw trade from a wide area.

A good location in the shopping district

generally carries with it a high rental. A large volume of sales must therefore be maintained to cover operating expenses. For this reason the store carrying convenience goods would hardly desire an establishment in this locality. Furthermore, delivery from this section of the city would probably be more expensive because of the greater distance and might cause some inconvenience to the customer on account of a longer delivery interval.

*Specialty goods* are those which have some particular attraction for the consumer, other than price, which induces him to put forth special effort to visit the store in which they are sold and to make the purchase without shopping. In purchasing specialty goods, the consumer determines in advance the nature of the goods to be bought and the store in which the purchase is to be made, provided a satisfactory selection of merchandise can be effected in that store.

Like the shopping goods, purchases of specialty goods are made at infrequent intervals, but, in contrast to them, the exact nature of the desired merchandise or the store preference is well determined in the mind of the customer. The store that handles this merchandise can easily make its location well known thru advertising and other mediums. Since such a business depends upon the infrequent purchaser, the specialty store should be located so that it can attract trade from a wide area, but it is not essential, however, for it to be in the high-rent shopping area. Consequently these stores frequently locate on the better side streets.

It is realized that one store may carry all of these classes of goods, but usually one class predominates and may be considered proportionately in choosing the location.

### Conclusion

The loss to society of the wasted effort and capital of the many men who fail in the retail business is a real economic problem and is worthy of much research for preventive measures. It is believed that the securing of the proper location for the store is one measure that will obviate many of the casualties. It is not merely an academic question but it has been studied with notable success by practical retail concerns. The chain stores have led in this respect, and it is their achievements that show the practicability of the application of the factors in store location to actual business endeavor.

As suggested at the beginning of this study, no attempt has been made here to establish any set formula or method of procedure whereby all problems of location can be solved. It is well, however, to remember

<sup>1</sup> Harvard Business Review, vol. 1, pp. 282-289.

the fact that there are two types of problems to be considered, the first one relating to a choice of the city, and the second to the particular site within the city. Of paramount importance in the choice of a city is the question whether the market will offer a sufficient sales volume so that the store may operate with a profit, or whether there is real economic need for the store. Many stores would never have begun business in a certain city if reasonable care had been used in answering these queries.

The wrong site may be as instrumental in failure as the choice of the wrong city. The logical site is that one which offers

the best opportunity to sell goods where people naturally come to trade, either because of convenience or because of habit. If the best site is not obtainable or carries an exorbitantly high rental, then an inferior site may be chosen, but due recognition should be given to its economic disadvantages and to the cost to overcome them.

Certain salient factors have been suggested in this report with no attempt to make them all-inclusive. Each problem of location must be analyzed in the light of its particular circumstances, and the various factors must be evaluated in accordance with the existing conditions.

## Inventors and Promoters of Great Enterprises

### A Brief Book-List Prepared by Geraldine Demmler

As a 1924 Thesis at the Library School of the University of Wisconsin

**BEARD, A. E. S.** "Our Foreign-born Citizens." 1922. *Crowell*, \$2.

"Thirty-four short biographies of Americans of foreign birth or parentage. Simply written accounts of what they have accomplished by perseverance and hard work."—*A. L. A. Booklist*.

**BOLTON, S. K.** "Lives of Poor Boys Who Became Famous." 1922. *Crowell*, \$2.

Characters in this book have been chosen from various countries and from a variety of professions.

**COE, F. E.** "Makers of the Nation." 1914. *Amer. Bk. Co.*, 72 c.

Biographical sketches of leaders and heroes of great movements. "It is hoped that this book may be some aid to teachers who are endeavoring to establish worthy ideals in these junior citizens in our schools."—*Preface*.

**DARROW, F. L.** "Boy's Own Book of Science." 1923. *Macmillan*, \$2.50.

"It is not a book about science, but is a practical guide to worth-while experimental work. As a inspiration there have been included sketches of a number of world famous scientists who started as home laboratory workers."—*Preface*.

— "Masters of Science and Invention." 1923. *Harcourt*, \$2.25.

"A simple account in biographical form of the development of scientific achievements from early times to the present day."—*Preface*.

**FARIS, J. T.** "Makers of Our History." 1917. *Ginn*, \$1.

"'Makers of Our History' sketches briefly the lives of twenty-eight men each of whom has had a large part in shaping the course of the American people."—*Preface*.

— "Men Who Conquered." 1922. *Revell*, \$1.25.

"Simply written sketches of men who made a success of life in spite of difficulties, some famous, others less well known."—*A. L. A. Booklist*.

— "Winning Their Way." 1909. *Stokes*, \$1.75.

Sketches rather than detailed biography of leaders in various fields. The main details of each man's life is given, and a description of his contribution to civilization.

**GEER, W. C.** "Reign of Rubber." 1922. *Century*, \$3.

"Popular and non-technical, but at the same time accurate account of the development of this basic industry from the time of the first discovery to the present day."—*Book Review Digest*. Gives also an account of Charles Goodyear's contribution to the industry.

## Inventors and Promoters of Great Enterprises (*Continued*)

- GORDY, W. F. "American Leaders and Heroes." 1903. *Scribner*, \$1.  
     Preliminary textbook in United States history.
- "Leaders in Making America." 1923. *Scribner*, \$1.20.  
     "An elementary history of the United States."—*Sub-title*.
- HAAREN, J. H., AND POLAND, A. B. "Famous Men of Modern Times." 1909. *American Book Company*, 72 c.  
     Purpose of this book is the study of history thru biography.
- HOLLAND, R. S. "Historic Inventions." 1911. *Jacobs*, \$2.  
     Biographical sketches of great inventors and their inventions.
- HUSBAND, JOSEPH. "Americans by Adoption." 1920. *Atlantic Monthly Press*, \$1.  
     Brief biographies of great citizens born in foreign lands.
- ILES, GEORGE. "Leading American Inventors." 1912. *Holt*, \$2.  
     Sketches of the lives of the leading American inventors with interesting and clear descriptions of their inventions.
- MORRIS, CHARLES. "Heroes of Progress in America." 1906. *Lippincott*, \$1.50.  
     Brief sketches of great men and women in American history.
- PARKMAN, M. R. "Conquests of Invention." 1921. *Century*, \$2.  
     "Very readable sketches of the life and work of McCormick, Howe, Edison, Murdock, Fulton, Marconi, Goodyear, Westinghouse, Whitney, Stephenson, Watt, Wright Brothers, and Bell."—*A. L. A. Booklist*.
- "Heroes of To-day." 1918. *Century*, \$1.75.  
     Short biographical sketches of prominent people of to-day.
- PARTON, JAMES. "Captains of Industry." 1884. *Houghton*, \$1.50.  
     Sketches of the lives of men of business who did something besides making money.
- PARTON, JAMES. "Captains of Industry." 1891. *Houghton*, \$1.50. Second series.  
     "Contains sketches of business men noted for benevolence and public spirit."  
     —*Preface*.
- "Famous Americans of Recent Times." 1871. Boston, *Houghton*, \$5.  
     Sketches of famous men emphasizing their work rather than their personal life.
- PERRY, F. M., AND KINGSLEY, N. F. "Four American Inventors." 1901. *American Book Company*, 64 c.  
     Biography sketches of the lives and inventions of Fulton, Whitney, Morse and Edison, written for children.
- TAPPAN, E. M. "Heroes of Progress." 1921. *Houghton*, 88 c.  
     "Stories of twenty-nine American men and women who have made themselves known thru their contributions to art, industry, science, explorations and education."—*A. L. A. Booklist*.
- TOWLE, G. M. "Heroes and Martyrs of Invention." 1890. *Lothrop*, \$1.  
     Contains brief sketches of the early inventors and their inventions.
- WADE, M. H. "Light-bringers." 1914. *Little*, \$1.65.  
     Sketches of the lives of six people who have won for themselves the name of light-bringers.
- "Real Americans." 1922. *Little*, \$1.65.  
     "Short sketches of the life and activities of six famous Americans, for boys and girls from ten to fifteen."—*Book Review Digest*.
- "Wonder-workers." 1916. *Little*, \$1.65.  
     Sketches of the lives of seven people who have accomplished great things which includes Burbank, Helen Keller, W. R. George, Edison, Jane Addams, Dr. Grenfell, and Judge Lindsey.
- WILDMAN, EDWIN. "Famous Leaders of Industry." 1920. *Page*, \$2. First series.  
     "Book for boys about boys who have gained success, wealth, honor, and prestige in the business world. Contains more than twenty-six sketches of successful men."—*Book Review Digest*.
- "Famous Leaders of Industry." 1921. *Page*, \$2. Second series.  
     Biographical sketches of the lives and activities of men who have done great things.

# THE Publishers' Weekly

*The American Book Trade Journal*

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

October 25, 1924

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereto.*

—BACON.

## A Quantity Sale

WE have never heard of but one objection to entering big single sales on a retailer's day's business; it is hard to equal them the next year. But there are few booksellers who will not cheerfully risk that experience. It often happens that retail sales run so closely on a level month against month that there seem to be few opportunities to give them a dramatic increase by especially large orders.

Such opportunities, however, have been increasingly developed by some dealers who have found a way to influence people of large means to use books for quantity giving and the Publishers' Association has taken steps to help the bookseller in this work by supplying him with a very attractive bookplate, which can be bought for the moderate price of \$1 per 100 and which such a donor could use to give a more personal touch to such book gifts. The bookplate leaves space for the name of the recipient and also for the name of the donor, and this attractive handling of the gift idea makes it sure that the book will receive full appreciation.

There are many fields for developing such sales, particularly around Christmastime, tho not by any means restricted to Christmas time. Business men often send gifts to important customers—boxes of cigars and candy—and would be glad to change the tenor of this giving if the suggestion was made. Heads of large businesses often plan big gift lists in their organizations, and books offer a flexible and personal way to provide for such distribution. Leaders of class groups in the churches, public schools or institutions of various kinds find

in books the most suitable of all gifts, and the bookseller supplying the bookplate can help such givers add a personal touch to the appearance of the volume.

To develop such business requires careful thought, detailed consideration of the possible customers and persistent and enthusiastic exploitation of the idea. But that there is a real opening for such sales has been proved many times, and by early action this business can be developed and closed in November and the books packed away for distribution when the time comes. With the Christmas experience behind him, the bookseller can give thought to the year round opportunity for such sales and may, in his Christmas selling, develop customers who will have frequent occasion to make quantity purchases. Whenever a customer of means becomes especially enthusiastic about a book of biography, health, culture, religion, or business building, there is the opportunity to suggest that the book could be appropriately sent to a large list of friends. Such giving builds good will for the giver and supplies the occasion of a friendly gesture, the value of which can be easily appreciated.

## A Friend of Book Week

ONE of the most staunch supporters of the Children's Book Week movement since its inception has been William Frederick Bigelow, editor of *Good Housekeeping*. He very promptly conceived that this was a cultural movement of broad, human value and a movement that touched the home interest to which his magazine appeals. Each year he has put into his November editorial page a strong, vigorous support of the children's reading idea which has had much to do with bringing the question of books home to thousands of households. For such support of their interest in this powerful editorial page the children have much to be thankful for.

This November his page takes up the different causes that come to a woman's attention in November, and, besides his references to Election Day, Red Cross Roll Call and Thanksgiving, his comment on Children's Book Week is as follows:

*Children's Book Week, Nov. 9-15*

"Her public duties attended to on Tuesday, the woman with children will have until Saturday to get ready for one of the most important events of the year—Children's Book Week. We have extolled the virtues of this Week so many times that there is little left to say about it this year.

Perhaps it will be sufficient to say that, reviewing what we have said formerly, we find nothing that we would retract. Children need books; they must have them. So do, so must older folk, but they can get them for themselves. Children—most of them, at least—will wait until they are supplied. They will starve for the want of books and not know that they are starving. Feed them and you start a habit; feed their minds, and you start a hunger that is never satisfied. Only be careful about the books you start with. Let the first ones be of the best, and you need not worry about the cheap things they may come across later.

"Few things are more right than a child's mind when we first come in contact with it. What it later becomes is our responsibility. It is easily turned and shaped; from the same soil grow flowers or weeds, according to the planting. Start with beauty, wisdom, truth, and their opposites will never flourish. The child mind will not fail you, if you do not fail it. You can't do your part alone; you need the help of books."

"Children's Book Week is intended both to impress this fact upon you and to make it easy for you to do your part. Pay a visit to a bookstore and have a look at its treasures: take some of them home with you."

### A Woman's Bookshop

FEW booksellers have set a higher ideal for a bookstore program and have come nearer to realizing it than has a woman bookseller in Paris, whose shop called "The House of the Friends of Books" has become a literary center of first importance in the nine years since the store was founded. Adrienne Monnier was the first woman to have her own bookstore in France, altho she is proud of the fact that at least a half dozen others have followed her into the field, and also that, partly owing to her example and encouragement, the admirable English bookshop known as "Shakespeare & Company" was founded almost opposite to her place of business by an American. Mlle. Monnier has written of her ideals and program in a brochure which has been translated for the *Publishers' Weekly* and will be carried in the next two issues.

When she began it was unheard of in Paris for a woman to go into bookselling, and many foresaw failure. She started in a small way, and because of limited capital, restricted her interest to the modern books. This restriction proved to be an actual help,

in that it gave to her store its own special individuality. She strongly believes in the circulating library as an adjunct to book-selling. On her shelves the young people of reading imagination have found their food and have found in the proprietor an inspiring leader to new fields of reading. In the store may be constantly seen the writers of established reputation and new writers of promise. This year a magazine has been started called "*Commerce*," a rather unexpected title for a literary magazine, but one which indicates the high conception which its sponsor has of the place of contact and communication in literary progress.



BOOKPLATE PREPARED BY THE NATIONAL ASSOCIATION OF BOOK PUBLISHERS. SEE EDITORIAL ON OPPOSITE PAGE

### "Locke's Latest Thriller"

WITH the heading above, a purple advertising card has been widely circulated describing "The Purple Mist," "at any bookstore \$1.90." The reverse of the card indicates that the volume thus given publicity is written by Gladys Edson Locke, but there would seem to be so much likelihood that the public would understand that "Locke's Latest Thriller" meant William J. Locke's latest book that it seems unfortunate that a publisher should not have planned its advertising so as to avoid this possible misinterpretation.

## An Annual Illustrators' Exhibit

### The Display at New York Art Center Indicates Progress

**A**T the annual October exhibit of the Art Center, New York, one can turn from the showing of Anderson wood-cuts for children's books a hundred or more years ago to the latest efforts of the brilliant painters who illustrate our modern books and magazines. Nothing could better show the progress of illustrative art. The exhibit is a combination of several interests: The Pictorial Photographers, American Institute of Graphic Arts and the Society of Illustrators.

Perhaps the most interesting thing in the room devoted to magazine material is a painting made by Dean Cornwell, illustrator of the magazine stories, for *Cosmopolitan*, the painting being hung side by side with other material showing the whole process of magazine illustrating—the type-written text of the story as the artist reads it, the preliminary sketches, photographs of the artist in his studio working from a model, the final oil painting, photographs showing the photo-engravers at work and examples of their first and final proofs and then the magazine itself. This picture, with others by Mr. Cornwell, would mark him as one of the greatest illustrators this country has had, and it seems unfortunate that he has not done as much for book illustrating as for periodicals.

There are also beautiful paintings by Mead Sheaffer, N. C. Wyeth, H. I. Keller, J. Scott Williams and others.

A book exhibit was arranged to show the different processes of reproducing illustrations. It contains a varied assortment of American book production from the different periods. Among the examples used to show illustrative methods were Tony Sarg's "Book for Children" (Greenberg), Charles B. Fall's "Alphabet" (Doubleday), E. A. Wilson's colored wood engravings for "Iron Men and Wooden Ships" (Doubleday), C. D. Chambers's fine paintings for "Quentin Durward" (Scribner), Mead Sheaffer's pictures for "Typee" (Dodd), Louis Rhead's black and whites for "King Arthur" (Harper), the illustrations by Will James for his own book on cowboys (Scribner), Ralph Barton's clever cartoons for "Nonsensoryship" (Putnam), Stuart Hay's diverting quips for "Old Soak's History of the World" (Doubleday), Keith Henderson's

striking black and whites for Prescott's "The Conquest of Mexico" (Holt), Gordon Grant's illustrations for "The Book of Ships" (Milton Bradley). Several examples of illustrations for novels are also shown, including some very striking ones by George Bellows for "The Wind Bloweth" by Don Byrne (*Century*).

An illustrator works under special restrictions not faced by creators of art in other fields, but they have the joy of reaching a large audience and of finding a permanent preservation and thus continuing appreciation. Long steps ahead have been made during the last twenty years, both in the character of the work and in the ability of the producer to interpret the artist's intention with reasonable accuracy. Appreciation by the producer and by the public is helping America to take a high place in this field of art. For a descriptive circular distributed at the exhibit Dr. Frank Weitenkampf has written a fine appreciation of what such exhibits mean:

"During the past few years we have had in New York City and elsewhere a number of exhibitions intended to inculcate principles of fine bookmaking, particularly thru the examples of the past. The present exhibition makes the same point by presenting the achievements of the present. The selection of books shown is small enough to be seen in comfort and large enough to present a stimulating variety in point-of-view, both individual and racial, in style, and in manner of execution and reproduction. This should be of service to both the artist and the general public."

"The various methods of reproduction shown are not only of technical appeal to the illustrator, but of general interest. They bring up questions which bear on the very principles of book illustration and decoration. Choice can easily be made here between black-and-white and color, between tone and line drawing, choice, also, between illustration standing by itself and that made to produce books in which type, illustration, decoration and other elements combine to form a harmonious whole. This last factor is an important one in the growing interest in the well-made book, of which a significant phase is the increase in line illustration."

## Book Market Tips



AN ILLUMINATED WINDOW DISPLAY FOR MCCUTCHEON

WHEN connection with an electric light socket has been made the colorful mountain scene becomes very suggestive indeed of "East of the Setting Sun" the new Graustark book of George Barr McCutcheon which Dodd, Mead & Co. have just published. Here is the castle made famous in a half dozen stories and the outlying village. A dozen of these elaborate displays are being routed over the country.

A NEW VOLUME entitled "One Act Plays for Young Folks," edited by M. A. Jagerdorf (Brentano) contains several short plays that could very easily be produced by children during Children's Book Week.

AN INTERESTING VOLUME which would be of great value to export and import firms has just been published by Pitman, "Eastern Exchange Currency and Finance" by Spalding.

READERS OF SUCH popular magazines as *Popular Science*, *Scientific American*, etc., will be greatly interested in the distinctive two volume edition of "A Popular History of American Invention" edited by Waldemar Kaempffert (Scribner). It has the attractive sales price of \$10 boxed, and

will appeal to many people, having as it does more than 500 photographs and drawings.

MACMILLAN HAS REISSUED in a substantial new buckram binding the series of "Wanderer" books, by the prolific E. V. Lucas.

PHILIP GUEDALLA's new book published by Putnam entitled "A Gallery" contains chapters on such interesting contemporaries as Anatole France, Thomas Hardy, H. G. Wells, Bernard Shaw, Joseph Conrad and John Galsworthy.

A BOOK BY AN AMERICAN of somewhat similar character is "Some Contemporary Americans" by Percy H. Boynton (Chicago University Press). This book is an example of careful bookmaking and is one that will help to sell other books.

THE STUDIO IN ENGLAND and Charles E. Lauriat in the United States is publishing "Old English Sporting Books" by Ralph Nevill which is a companion volume to "Old English Sporting Prints." It will contain an authoritative bibliography of the first and rare editions of some of the principal sporting books.

TWO BOOKS ISSUED at an opportune time for the voter and public-spirited citizen are "Political Parties and Party Problems in the United States" by Woodburn (Putnam), and "Our Presidents" by James Morgan (Macmillan). The former contains chapters on such important topical questions as *Minor Parties*, *The Problem of Party Finance*, *Campaign Funds*, while the later includes all our chief magistrates down to President Coolidge.

THAT THE HISTORICAL NOVEL is still quite popular is demonstrated by E. Barrington's "The Divine Lady," Dodd, \$2.50, which has been a steady best seller in Chicago for several months.

ALMOST ANY HOUSEHOLD, whether it owns a home or merely leases, will find "Practical Painting and Paper Hanging" a useful adjunct to its home library. It is written in simple language and technical terms have been avoided whenever possible.

THOMAS SELTZER has published uniform gift editions of Waldemar Bonsels's "The Adventures of Maya the Bee" and "Heaven Folk," two children's books which were included in the list for a model home library, just published by the General Federation of Women's Clubs.

CHARLES RICKETTS, the famous English painter and publisher and designer of the Vale Press books, has supplied a series of sixteen illustrations (twelve in color) for the edition de luxe of Bernard Shaw's "Saint Joan." There will be 750 copies for England and America.

AN ASSORTMENT of Cross Word Puzzle Books has been ordered from Simon & Shuster by B. Altman & Co., the great Fifth Avenue department store which has always heretofore refused to find room for a book stock.

EDNA FERBER'S "So Big" was the subject of the first of a new series of monthly books sermons by Rev. Charles H. Potter at the West Side Unitarian Church on Morningside Heights, New York City.

Dr. Potter does not merely review a book in these morning services but uses its theme as the basis of a sermon. The series last winter was very favorably received and the sermon on "So Big" in September brought a crowded house. Miss Ferber's mother was among those present.

AN INTERESTING experiment in publishing undertaken by Major Arthur de Bles has led to the preparation of a new series of art books issued by the Art Culture Publications, Inc. Major de Bles planned and illustrated an "Outline of Art" made the material as practical as possible, and illustrated every subject from Chinese porcelain to English furniture with detailed drawings reproduced in blue print form. In all he issued papers on twelve different subjects, including such topics as Japanese color prints, old silver and laces, art and decoration, old English furniture, etc. For this series he found over five hundred subscribers at \$40 a set. The success of this plan has led him to undertake to publish the material in regular book form, which is now going forward rapidly.

### New Broadcasting Program

BOOK and theatrical news is to be a feature of the opening of a new broadcasting station at Gimbel's New York store, W G B S. Dailey Paskman, who has been put in charge of this station, has new ideas of how to develop a program which will be varied and will appeal to all classes of listeners. On each Thursday evening, from 8:30 to 9, there will be a feature called "Footlight and Lamplight," conducted by Oliver Sayler, author of "Our American Theater," "Max Reinhardt and His Theatre," and many other books on dramatic and literary matters. The first program will be on October 30th.

Mr. Sayler plans to give informal talks, and some of his notes will be put into printed form to be given out on the following day in the book department of Gimbel's to all purchasers. This program is one of the most carefully planned of any book broadcasting program announced in recent months.

### Chicago Radio Service

A NEW radio book service is to be inaugurated in Chicago the first Wednesday in November by the Sears-Roebuck Co., Chicago. Harry Miller will deliver these talks from Radio Station WLS, Chicago. The broadcasting will consist of twenty to thirty minutes once a week on news notes of books, authors and publishers, sprinkled thru with brief reviews of current books and perhaps a talk by an author or the reading of some poetry by its creator. This, it is believed, will be the first systematic book news radio service to function in the United States.

## American Booksellers' Association

THE Board of Trade of the American Booksellers' Association held two very fully attended sessions on October 15th and 16th in New York. President McKee came on from Detroit, Mr. Estabrook from Baltimore, Mr. Lewis from Philadelphia and several members from New York were present. Cedric Crowell, chairman of this committee had many matters to bring up for discussion and for later report.

President McKee has just sent out to the membership of the Association a four-page pocket leaflet of the resolutions passed by the convention, pointing out that resolutions are often forgotten, tho passed with every intention of making them the leading features of a year's work. Among the resolutions were those urging the publishing of fewer and better books; the reviving of old titles of unquestionable merit; opposition to salacious books, without encouraging censorship; condemnation of the offering of special cheap editions for mail-order sale; endorsement of the work of the Year Round Bookselling Committee; condemnation of the practice of connecting books with magazine subscriptions; recommendation to booksellers and publishers to charge postage extra; recommendation that 40 per cent should become the uniform flat discount on all travelers' and stock orders, with a minimum of 36 per cent on pick-ups.

## Carl Van Doren at the Booksellers' League

THE Booksellers' League of New York listened to a most interesting address by Carl Van Doren, literary editor of the *Century Magazine*, at its first dinner of the season at the old Brevoort Hotel on October 15th. His subject was "How the Critic Sees It." He dwelt on the everlasting problem of sifting the permanent and worthwhile books, whose number is so few, from the flood of good, bad and still-born books that deluge the market every year.

Other speakers were Walter V. McKee of Detroit and J. Joseph Estabrook of Baltimore, both of whom brought friendly greetings and appreciations for the long record of the Booksellers' League. The president, Frederic G. Melcher, ended the evening with an illuminating address on bookselling ways in England, their strength and their weakness, as compared with American methods. While abroad during the past summer he had the opportunity of a survey of the trade in both England and France and his address

was brimful of interesting facts and deductions. Among the ninety odd members present were noticed many new faces.

## Woman Booksellers Meet

ON October 21st at the National Arts Club, New York, the Woman's National Book Association held its first meeting of the season.

As the president, Miss F. A. Huebly of Loesers, was unable to preside, Mrs. Robert Sherwood acted as chairman. After the business meeting Margaret Leech, author of "The Back of the Book," gave a very interesting and amusing account of the various criticisms on her story, the reason why she wrote it and the reaction on various critics and admirers. Her book was presented to the members thru the courtesy of Boni & Liveright, and also members received "Mother Mason" by Bess Streeter Aldrich, thru the courtesy of D. Appleton & Company.

A feature of particular interest to the practical booksellers present was the informal talk by Virginia Smith Cowper of the *Publishers' Weekly*, who leaves for China October 29th, for the American Book Shop of Shanghai, China, contract to manage which she has signed for three years. She will be the only American woman who has ever gone so far to open a bookshop in the cause of the greater distribution of literature. The good wishes of the Woman's National Book Association go with her, and she has promised to send regular letters relative to the book business in China.

The next meeting will be held on November 18th, and it will be a Children's Book Week evening.

## Cooperative Publicity in England

THE discussion for an extended campaign of cooperative publicity is going forward actively in the English book-trade according to the reports in the trade journals. Recently the representatives of the Authors' Society, the Publishers' Association, the Associated Booksellers, the Publishers' Circle and the Society of Bookmen met at the invitation of the latter to discuss a program. Stanley Unwin, who has been a very active proponent of the idea, opened the discussion. The result of the meeting was a resolution unanimously passed:

"We strongly recommend the formation of a committee to explore the possibilities of promoting by collective action a wider sale of books and an extension of the habit of reading."

## The Florence Book Fair

PLANS are now being completed for a Second International Book Fair which will be held in Florence in the spring of next year, the exact dates not yet announced. Two years ago, such an exposition was held and was considered a great success and attracted wide interest.

The Fair not only includes books but typographical products of all kinds and machinery of the graphic arts. It is hoped by the management that this fair will become a permanent institution, and the King of Italy has consented to act as a patron. Exhibit space is open to publishers of all countries and to scientific and literary institutions. Displays are arranged according to nation, and books may be sold by the exhibitors. The exhibit of graphic machinery is intended especially to illustrate the progress of typography and book production. Since the last big book fair was held in Leipzig such machinery has only partly figured in exhibitions and the last decade has seen great progress among typographers, lithographers and photo-engravers. The headquarters of the fair are at 20 Via Cavour, Florence.

## English Traveling Book Exhibit

THE plan of traveling book exhibits which was experimented with in England last spring has now been fully arranged as to schedule, and Ancona, Ltd., the firm in charge of this undertaking, plans to go to numerous cities with a total of a hundred exhibition days. Ancona, Ltd. is not a bookselling firm, but simply sells the space to the publishers and secures the co-operation of the retailers. The exhibits will be held in the five months beginning in January.

## Important Southern Convention

MARION HUMBLE, Executive Secretary of the National Association of Book Publishers, attended the Asheville Convention of the Southeastern Library Association last week. This is the largest and most important convention that has ever been held in that section and the extent of the interest taken gives indication of the rapid developments in the south in general educational progress.

Southern librarians as well as booksellers have been active users of the Children's Book Week program to increase book interest.

## English Bookman Coming

THE big English book wholesalers, Simpkin, Marshall, Hamilton, Kent & Company, are sending to America a representative to study thoroly the American literary market and book-trade. Otto Rothfield, selected for this investigation, is a writer of experience who spent a great many years in India, and, while in this country will lecture thru the management of Lee Keedick on political and social conditions in modern India. He is considered in England one of the foremost authorities on India and also on Oriental literature. It is expected that Mr. Rothfield will arrive by November 1st.

## The News Company Catalog

ONCE more the big annual trade catalog of books "The Best of All Publishers," with many illustrations in full color, is issued by the American News Company. Its grouping of the season's new fiction, popular copyrights, children's books, books on cooking, dictionaries, technical works, Bibles and other lines in active demand, is very attractive as well as extremely useful for the dealer, especially as a good working index adds greatly to its value.

## English Visitors

A NEWLY announced visitor from England is Robert Keable, who is coming with a series of lectures under the management of Lee Keedick. Mr. Keable is to talk on "The Modern Novel and Modern Life" and "The Art of Reading Novels." He is thirty-seven years of age and is said to be a gifted speaker. Mr. Keable is a graduate of Cambridge, and was there associated with Rupert Brooke. After being ordained in the Church of England, he went, in 1912, to Zanzibar, Africa, where he engaged in missionary work. Later he was rector of three parishes in Basutoland. In 1917 he went to France as army chaplain, where his observations and experiences provided material for his novel, "Simon Called Peter."

Walter De La Mare, who has been in this country, expects to return to England in December, and John Buchan, novelist, historian and member of the firm of Thomas Nelson & Sons, is also a visitor, tho he has done no speaking and is taking time to make a tour of the southern battlefields. It may be expected, perhaps, that this trip is to be a background for some historical novel or a history.

## Obituary Notes

### ALBERT BRITNELL

ALBERT BRITNELL, one of Canada's best known bookmen, died October 16th while attending a political meeting. He was sixty years of age, and had made bookselling a lifetime profession. He was born near London, England, and as a boy worked in his brother John's bookstore. Nearly forty years ago the brothers decided to open a store in Canada, bringing with them several hundred volumes. Albert Britnell came to Toronto and started on Yonge Street. It was as a collector of old and rare volumes that Mr. Britnell acquired his fame in the book world. He brought together a large collection of Canadiana until his shop became a favorite rendezvous for collectors. It was not an unusual thing to meet in the shop professors, judges, eminent counsel, leading ministers and always some politicians. Beside his widow, Mr. Britnell is survived by one son, who was connected in the business with him, a daughter and five brothers.

### ROBERT GRIER COOKE

ROBERT GRIER COOKE, journalist and publisher, who had been president of the Fifth Avenue Association for the last seventeen years, died in New York, October 18, after an illness of only a few days.

He was born sixty years ago at Carlisle, Pa., was graduated from Lehigh University. After several years on the staffs of the *Tribune* and the *Sun*, he was associated with Harper & Brothers, P. F. Collier & Son and D. Appleton & Co., before founding, in 1902, his own publishing house. He made a specialty of works of the high class, requiring special treatment of typography and binding, such as catalogs of rare books, porcelains, rugs, tapestries and other objects of art. His best known production was the catalog of the Morgan Chinese porcelains, of which only 250 copies were issued, an exceptionally costly and beautiful example of book production. The hard times of 1907-08 affected seriously such a business and the firm went into bankruptcy. Since then Mr. Cooke had devoted himself to the Fifth Avenue Association and the cause of preserving the high standards of that famous highway.

### H. H. KOHLSAAT

HERMAN HENRY KOHLSAAT, former Chicago publisher and close friend of many presidents died in Washington October 17th. He had a wide circle of friends among

public men and was consulted on public questions by McKinley, Roosevelt, Wilson and Harding. He was the editor from 1894-1901 of the *Chicago Evening Post* in addition to being editor of the *Chicago Record-Herald* and the *Chicago Inter-Ocean* at different periods. As an author he was chiefly known for his book "From McKinley to Harding" published in 1923.

## Periodical Notes

With the October number *Harper's Magazine* discontinues its department known as "The Editor's Drawer," which has been running steadily since 1850 and which had a notable list of editors. Into this department has fallen unsigned humor representing the best output of American writers. Perhaps its most famous editor was Dr. Samuel Iranæus Prime, and later John Kendrick Bangs.

A. W. Shaw Company of Chicago are shortly to begin publication of a new magazine entitled *A Journal of Land and Public Utility Economics*. It will concern itself with the economic problems of land utilization and public utility administration and regulation, as distinguished from the purely technical or engineering aspects of these subjects. Dr. Richard T. Ely, professor of Economics, University of Wisconsin will be the editor.

## Business Notes

LOS ANGELES, CAL.—Warren S. Rogers has opened a bookshop at 622 W. 6th Street.

FULLERTON, CAL.—Swett's California Book & Stationery Store is new at 117 N. Spadra Road.

CHAMPAIGN, ILL.—Aaron Flacks has recently opened The Bookshop at 907 S. 5th Street.

MINNEAPOLIS, MINN.—The Doorway, a new bookshop, has been opened by Tilden and Pearse at 412 Marquette Avenue.

AUBURN, N. Y.—The Moby Dick Book Shop with R. W. Chamberlain as owner and manager has been opened.

SPRINGFIELD, O.—Mrs. W. W. Keifer has opened the Sleepy Hollow Bookshop at 1250 E. High Street.

BELLINGHAM, WASH.—Deerwester Button Book Co. is a new concern here.

# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

*The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.*

*Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]*

*Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.*

## Abbatt, William, comp.

The colloquial who's who; v. 1, The United States and Canada. 109p. O c. Tarrytown, N. Y., [Author], 28 W. Elizabeth St. \$5.50

An attempt to identify the many authors, writers and contributors who have used pen-names, initials, etc. (1600-1924); also a list of sobriquets, nicknames, epigrams, oddities, war phrases, etc.

## Alexander, Jerome

Colloid chemistry; an introduction with some practical applications; 2nd ed., rev. and enl. 216p. diagrs. D '24 c. '19, '24 N. Y., Van Nostrand \$2

## Allen, Nellie B., and Robinson, Edward K.

Stories and sketches: what people are doing. 30p. il. obl. S c. '24 Bost., Ginn pap. 44 c.

Little stories to accompany or follow lessons in geography. At the back of the book is a pad of tracing paper, so that the child may trace the drawings illustrating the various stories.

## Anthony, Joseph

The golden village. 321p. D [c. '24] Ind., Bobbs-Merrill \$2

The alluring quest of a golden village by an undaunted old Hungarian and his lovable young American grandson.

## Austin, Frank Eugene

Generator and motor examples. 114p. diagrs. D c. Hanover, N. H., [Author], Box 441 \$2.50

How to make high-pressure transformers; 3rd ed. 75p. il. D c. '14-'24 Hanover, N. H., [Author], Box 441 \$1.25

## Baedeker, Karl

Paris and its environs with routes from London to Paris; handbook for travellers; 19th rev. ed. 602p. (3p. bibl.) maps S (Baedeker's guide books) '24 N. Y., Scribner fab. \$3.50

## Becker, L. H.

The destruction of Jerusalem by the Romans, A. D. 70. 71p. il. D '24 St. Louis, Mo. Concordia Pub. House 55 c.

## Bender, C. J.

Proverbs of West Africa. 64p. Tt. (Little blue book, No. 505.) '24 Girard, Kan. Haldeman-Julius pap. 10 c.

## Baldwin, John C., M.D.

Pediatrics for nurses. 269p. il. O c. N. Y., Appleton \$2

## Banning, Pierson Worrall

Maker, man and matter. 256p. il. maps S (Thread of life ser. v. 1) [c. '24] Los Angeles, International Bk. Concern \$5 A speculative history of the world and man.

## Baugh, Albert Croll, and others

Writing by types; a manual of composition for college students. 235p. D c. N. Y., Century \$1.10

Containing chapters on the critical essay, the editorial, parody, dialog and other types of writing. Its other authors are Paul C. Kitchen and Matthew W. Black.

## Baxter, George Owen

The range-land avenger; a western story. 319p. D [c. '24] N. Y., Chelsea House \$2 The adventuresome career of Riley Sinclair.

## Baynes, Ernest Harold

The sprite; the story of a red fox; with an introd. by Dallas Lore Sharp. 151p. il. D c. N. Y., Macmillan \$1.75 A true story for children.

## Beer, Max

Social struggles in the Middle Ages; tr. by H. J. Stenning and rev. by the author. 215p. D (A general history of socialism and social struggles, v. 2) '24 Bost., Small, Maynard \$2

In this survey of social development between the 4th and 14th centuries, is shown the gradual supplanting of primitive communism among the German races by the conventions of public property.

## Bell, G. K. A., ed.

Documents on Christian unity, 1920-4. 402p. D '24 N. Y., Oxford \$2.50

## Bercovitz, Nathaniel

Viability of cysts of human intestinal amoebas as determined by exposure to various substances and subsequent staining in haematoxylin. various p. Q (Univ. of Cal. publications in zoology, vol. 26, no. 13) '24 Berkeley, Cal. Univ. of Cal. Press. pap. 25 c.

**Bentley, Isaac Madison**

The field of psychology; a survey of experience—individual, social and genetic. 561p. (bibl. footnotes) O c. N. Y., Appleton \$3.50

**Berg, Edward, and Elleson, George**

Machine drawing problems. 148p. il. obl. T [c. '24] Peoria, Ill., Manual Arts Press \$1.60

A text and problem book involving a study of fundamental elements of machine construction and practice in the conventional representation of machine parts.

**Breslich, Ernst Rudolph**

Junior mathematics, bk. I. 163p. il. D c. N. Y., Macmillan 88c

**Bridge, John S. C.**

A history of France from the death of Louis XI; v. II, Reign of Charles VIII, 1493-98. 372p. O '24 N. Y., Oxford \$5.35

**Broughton, G. M.**

Labour in Indian industries. 222p. O '24 N. Y., Oxford \$3

**Browning, Louise Starkweather**

Missing links and mystic kinks. 103p. D [c. '24] Bost., Christopher Pub. House bds. \$1.50

A woman's philosophy of life and her views on the universe, religion, evolution, marriage, etc.

**Bullett, Gerald**

The street of the eye, and nine other tales. 314p. D N. Y., Liveright \$2

England received these short stories with considerable enthusiasm.

**Burbridge, Mabelle A.**

The road to beauty; an adventure in rejuvenation. 136p. il. O c. N. Y., Greenberg \$1.75

Suggestions for the care of eyes, hair, skin, nails, etc., given in connected story form.

**Cardozo, Benjamin N.**

The growth of the law. 145p. (bibl. footnotes) D c. New Haven, Conn., Yale \$1.75

The author is judge of the Court of Appeals, New York.

**Carey, Mabel C.**

Stories of the birds from myth and fable. 191p. il. (col.) D [n. d.] Bost., Houghton \$2

**Bland, Henry Meade**

Stevenson's California. 36p. D '24 San Jose, Cal. Pacific Short Story Club apply

**Brotherus, V. F.**

Tahitian mosses collected by W. A. Setchell and H. E. Parks. various p. Q (Univ. of Cal. publications in botany, v. 12, no. 3) '24 Berkeley, Cal. Univ. of Cal. Press. pap. 25c.

**Brown, Estelle Aubrey**

A woman of character; a comedy in one act for nine women. 28p. S '24 Summit, N. J., N. L. Swartout apply

**Buchan, John**

Some notes on Sir Walter Scott. 20p. O (English Association pamphlet no. 58) '24 N. Y., Oxford Univ. Press pap. 70c.

**Carmelites of Santa Clara, Calif.**

Life of blessed Thérèse of the Child Jesus in pictures. 70p. il. S '24 N. Y., Benziger Bros. pap. \$1

**Caroline**

Feeding Peter. 206p. D [c. '24] Phil., Lip-pincott \$2

Caroline gives many recipes to Judith, a young bride with an absolutely unstocked and untried kitchen.

**Carpenter, Frank George**

Lands of the Andes and the desert. 299p. il. O (Carpenter's world travels) c. Garden City, N. Y., Doubleday \$4

The second published volume of the three on South America, in this series. It tells of travels in Colombia, Ecuador, Peru and Bolivia.

**Carrick, Alice Van Leer**

Collector's luck in France. 225p. il. O [c. '24] Bost., Atlantic Mo. Press \$2.50

A diary of an interesting travel-search for antiques with a valuable list of antiquity shops as an appendix.

**Cleland, Mabel Goodwin**

Little pioneers of the fir-tree country. 124p. il. (col. front.) D c. Bost., Houghton bds. \$1.50

True stories of pioneer days in Oregon.

**Coate, Mary**

Social life in Stuart England. 200p. il. D '24 N. Y., Appleton \$2

**Cobb, Walter Frank, M.D.**

Graded outline in hygiene, book 2. 404p. D [c. '24] Yonkers, N. Y., World Bk. Co. \$2

**Cody, Hiram Alfred**

The master revenge. 298p. D [c. '24] N. Y., Doran \$2

A romance of the North-west by the author of "The Frontiersman."

**Collins, Archie Frederick**

The amateur electrician's handbook. 383p. il. diagrs. D [c. '24] N. Y., Crowell \$2

A book for the boy or man who wants to make and do things electrical.

**Crawford, Mary Caroline**

Old Boston days and ways from the dawn of the Revolution until the town became a city; [new ed.]. 478p. il. O '24 c. '09, '24 Bost., Little, Brown \$4

A new and improved edition with a new preface by the author.

**Davison, Alvin**

Health lessons revised; book 1. 191p. il. D [c. '10, '24] N. Y., Amer. Book Co. 64c.

Health lessons revised, book 2. 288p. il. D [c. '09-'24] N. Y., Amer. Book Co. 84c.

**Carver, William**

Brick, how to build and estimate; a manual of construction data on brickwork; 5th ed. 72p. il. Q '24 Cleveland, O., Common Brick Man. Ass'n. apply

**Cleveland, Newcomb**

Agency association progress in the U. S. 22p. D [c. '24] N. Y. Amer. Ass'n. of Advertising Agencies. 247 Park Ave. pap. apply

Constitution and by-laws of the Ev. Luth. Synod of Missouri, Ohio and other states. 32p. T '24 St. Louis, Mo., Concordia Pub. House pap. 20c.

Constitution and by-laws of the Ev. Luth. Synodical conference of North America. 26p. T '24 St. Louis, Mo., Concordia Pub. House pap. 15c.

**Custer, Milo, comp.**

Central Illinois death notices, 1848-1870. 26p. O '24 Bloomington, Ill. Author apply

**Davison, Alvin**

The human body and health; rev.; an intermediate textbook of essential physiology, applied hygiene and practical sanitation for schools; intermediate. 223p. il. D [c. '09, '24] N. Y., Amer. Book Co. 84 c.

The human body and health; rev.; elementary. 191p. il. D [c. '10, '24] N. Y., Amer. Book Co. 76 c.

The human body and health; rev.; a textbook of essential anatomy, applied physiology and practical hygiene; advanced. 320p. il. D [c. '08, '24] N. Y., Amer. Book Co. \$1.16

**Deming, Horace G., and Arenson, Saul B.**  
Exercises in general chemistry. 261p. il. O '24 N. Y., Wiley \$1.80

**De Schweinitz, Karl**

The art of helping people out of trouble. 243p. D c. Bost., Houghton \$2  
The author is secretary of the Philadelphia Society for Organizing Charity.

**Doctrines and discipline of the Methodist Episcopal church.** 800p. S c. N. Y., Methodist Bk. Concern 50 c.

**Drinkwater, John [ed.]**

An anthology of English verse. 368p. S c. Bost., Houghton \$2  
Selections from the time of Chaucer to Matthew Arnold and William Morris.

**Drury, Augustus Waldo**

History of the church of the United Brethren in Christ. 821p. il. O c. Dayton, O., Otterbein Press \$4

**Edwards, George William**

International trade finance. 510p. O (American business ser.) [c. '24] N. Y., Holt \$4.50

The author is professor of banking at New York University.

**Ellwood, Charles Abram**

Sociology and modern social problems; new ed. rev. 416p. D [c. '10-'24] N. Y., Amer. Book Co. \$1.48

**Evans, John W., and Davies, George M.**

Elementary crystallography. 141p. il. O '24 N. Y., Van Nostrand \$3.75

**Farrington, D. Davis**

The essay; how to study and write it. 407p. D [c. '24] Richmond, Va., Johnson Pub. Co. \$1.60

**Duddy, Edward Augustin**

The Chicago foundry company. 66p. il. diagrs. O '24 Chic. Univ. of Chicago Press apply

**Esenberg, Christine E.**

The incomplete digestive tract of appendicularia sicula. various p. diagrs. Q (Univ. of Cal. publications in zoology, v. 26, no. 14) '24 Berkeley, Cal. Univ. of Cal. Press. pap. 25 c.

**Euripedes**

Hippolytus. 64p. Tt (Little blue book no. 502) '24 Girard, Kan. Haldeman-Julius pap. 10 c.

**Gourmont, Remy de**

Stories in green, zinzolin, rose, purple, mauve,

**Faulkner, Harold Underwood**

American economic history. 721p. (bibls.) maps O (Harper's historical ser.) c. N. Y., Harper \$3.50

The author is assistant professor of history at the Massachusetts Institute of Technology.

**Finney, Harry Anson**

Accounting principles and bookkeeping methods; v. 2. 251p. O [c. '24] N. Y., Holt \$1.96

**Ford, Ford Madox [Ford Madox Hueffer]**

Some do not . . . 329p. D c. N. Y., Seltzer bds. \$2

Christopher Tietjens was one of the Some Who Do Not. That's the whole story. In a hectic, sophisticated world he did none of the loose, modern things common to his aristocratic set.

**Fosdick, Harry Emerson, D.D.**

The modern use of the Bible. 291p. (bibls.) D c. N. Y., Macmillan \$1.60

Eight lectures on preaching delivered at the Yale School of Religion in 1924, under the Lyman Beecher Fund.

**France, Anatole, pseud. [Jacques Anatole Thibault]**

Honey-bee; tr. by Mrs. John Lane; il. by Florence Lundborg. 179p. il. (col.) O c. N. Y., Dodd, Mead \$2.50

A story for children of the lost Duchy of Clarides, which now lies under the sea.

**French, Joseph Lewis, ed.**

Great detective stories from Voltaire to Poe. 317p. T (Dial detective lib.) c. N. Y., Dial Press \$1.75

The first volume in this new pocket size library contains stories by Voltaire, Vidocq, Balzac, Dumas and Poe.

**Galsworthy, John**

The white monkey. 336p. D c. N. Y., Scribner \$2

Continuing the saga of the Forsytes and dealing with you're after the war.

**Gissing, George Robert**

Critical studies of the works of Charles Dickens; with an introd. and bibl. of Gissing by Temple Scott; lim. ed. 165p. (5p. bibl.) front. (por.) O c. N. Y., Greenberg bds. \$3

The author's last literary work, the chapters of which were originally written as introductions to the volumes of an English edition of Dickens; with a chapter, "Dickens in Memory," in addition.

**Glenn, Carl**

The air brake inspector's handbook; methods of testing the various air brake equipments for the locating of certain disorders. 200p. il. D (Railwaymen's handbk. ser.) [c. '24] N. Y., Simmons-Boardman Pub. Co. \$2

lilac, and orange. 64p. Tt (Little blue book, no. 541) '24 Girard, Kan. Haldeman-Julius pap. 10 c.

**Greene, Winfield W.**

Workmen's compensation in the United States. 9p. O (Insurance Institute of Amer. courses) '24 N. Y. Insurance Society pap. apply

**Gulick, Luther Halsey**

Ten minutes' exercise for busy men; a complete course in physical education. 45p. il. S (Spalding ser. of athletic handb'ks, no. 98R) '24 N. Y. Amer. Sports Pub. Co. apply

- Gonzales, Ambrose Elliot**  
With Aesop along the black border. 312p.  
D c. Columbia, S. C., The State Co. \$2  
Short tales from negro folklore.
- Goodchild, George**  
Trooper O'Neill. various p. front. D  
(Copyright fiction) '24 N. Y., Burt 75c
- Goodrich-Freer, Ada M. [Mrs. H. H. Spoer]**  
Arabs in tent and town. 325p. il. O '24  
N. Y., Putnam \$6.50  
An intimate account of the family life of the  
Arabs of Syria, their manner of living in desert  
and town, their hospitality, customs, and mental  
attitude, with a description of the animals, birds,  
flowers and plants of their country.
- Greene, James H.**  
Principles and methods of retailing. 287p.  
il. D '24 N. Y., McGraw-Hill \$2.50
- Greer, Howard C.**  
Chain store accounting. 312p. il. O '24  
N. Y., McGraw-Hill \$3
- Gregor, Elmer Russell**  
Captain Jim Mason. 252p. front. D c.  
N. Y., Appleton \$1.75  
A story of frontier life for boys.
- Grenfell, Wilfred Thomason, M.D.**  
Yourself and your body; il. with drawings  
by the author. 336p. D N. Y., Scribner  
\$2.50  
A corrected entry for the book originally listed in  
the October 11 issue.
- Grey, Zane**  
Tales of southern rivers. 258p. il. O [c.  
'24] N. Y., Harper \$4  
Adventures in hunting, fishing and exploring in  
the subtropical rivers of the southern states and  
Mexico.
- Gue, Belle Willey**  
George Washington; a drama. 94p. D [c.  
'24] Bost., Four Seas \$2
- Hagar, Hubert A., and Sorelle, Rupert P.**  
Applied business English; and Applied  
business correspondence. 291p. D [c. '24]  
N. Y., Gregg Pub. Co. \$1
- Hall, Samuel Roland**  
Business writing. 222p. il. D '24 N. Y.,  
McGraw-Hill flex. cl. \$2.50  
Intended to supplement the author's "Handbook  
of Business Correspondence."
- Hallock, Gerard Benjamin Fleet, D.D., comp.  
and ed.**  
Cyclopedia of pastoral methods. 282p. O  
[c. '24] N. Y., Doran \$2.50  
Pulpit prayers and aids to the conduct of all  
public devotions, including all special days and  
occasions, weddings, funerals, baptisms, etc.
- Harker, Mrs. Lizzie Allen**  
The broken bow. 312p. D c. N. Y., Scrib-  
ner \$2
- Hauser, Conrad Augustine**  
Latent religious resources in public school edu-  
cation. 327p. O '24 Phil. Heidelberg Press \$2.50
- Holy Bible, The** (authorized or King James ver-  
sion); red letter ed. various p. il. (pt. col.) F  
'24 Chic. J. A. Hertel apply
- The principal characters are Julia Mainwearing,  
beautiful, wealthy, egotistical, her cousin, Susan,  
Collet who has great charm but no money, and  
Alfred Stowe, who has burst into prominence thru  
the success of his first novel.
- Harper, Merritt Wesley**  
Animal husbandry for schools; new and  
rev. ed. 624p. (bibls.) il. O (Rural text-  
book ser.) '24 c. '14, '24 N. Y., Macmillan  
\$2.40
- Hart, Nina**  
Blazed trails [verse]. 58p. D [c. '24] Bost.,  
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Reminiscences of thirty years at the bar by the author of "Art of Cross-Examination."		
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<b>Weymouth, Richard Francis</b>		
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N. Y., Dutton		
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<b>Winter, Grace [Mrs. Thomas Maidment]</b>		
The loveliest life; the story of Jesus Christ retold for young people.	310p. il. (pt. col.) O [n. d.] N. Y., Stokes	\$4
<b>Wolcott, Imogene B. (Mrs. Roger Wolcott)</b>		
The book of personality; what personality is, its value to men and women, and how to acquire it.	281p. S c. N. Y., Putnam	
	fab. \$1.90	
<b>Wolff, William Almon</b>		
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<b>Woodward, William E.</b>		
Lottery.	432p. D c. N. Y., Harper	\$2
Jerry Garrison, stupid, roistering, beloved of women, starts out with nothing and becomes an American hero by letting other people make a fortune for him before he is thirty.		

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## Old and Rare Books



Edited by Frederick M. Hopkins



THE current catalog of Lathrop C. Harper, 437 Fifth Avenue, is devoted to "Voyages, Travels and Tours," mainly of American interest, some items of which are excessively rare.

PUBLICATION of Miss Amy Lowell's "Life of John Keats" has been postponed until January on account of further important new material which Miss Lowell has unearthed. Miss Lowell has been at work on this biography three years and collectors, critics and poets are looking forward to its publication with great interest.

THE collection of bookplates and bookplate bibliography formed by the late Dr. Richard B. Coutant of Tarrytown, sold at the Anderson Galleries October 10th and 11th, comprising about 600 lots, brought \$2,250.50. Benjamin Helme's bookplate, a Chippendale armorial design with motto, signed H. Dawkins, brought \$30. A number of other bookplates by or attributed to Dawkins brought about the same price.

THE current catalog of P. J. & A. E. Dobell of London is devoted to autograph letters, historical documents and manuscripts, together with illuminated manuscripts on vellum executed in the XIIIth and XVth centuries; letters and documents from the Townshend heirlooms; manuscripts of William Stukeley, the English antiquary; letters addressed to Frederic Mansel Reynolds; manuscripts of Joseph Hutton and James Payn; and a valuable selection of letters of artistic, literary and theatrical interest.

BOOKS and autographs from the libraries of Mrs. C. S. Boker of Seabright, N. J., Marquise Clara Lanza of New York City, Mrs. Katherine De Mattos of London, and other collectors, will be sold by the Anderson Galleries October 27th and 28th. These consignments consist of standard sets in handsome bindings, manuscripts, colored plate and costume books, incunabula, first editions, inscribed copies, collected sets of first editions, intimate autograph letters

from Robert Louis Stevenson and George Moore, books from the library of James Boswell, Napoleonic medals, relics of George Washington, and a superb miniature of Sir Walter Scott.

**G**ABRIEL D'ANNUNZIO has gone into complete and permanent retirement. In a letter to an Italian newspaper he writes: "It is my firm decision not to care or to know what happens outside of my villa. Every evening I burn before an altar of stone the heap of the day's unopened and unanswered letters. I answer nobody. I receive nobody. Neither prayers nor insolences can break my monastic enclosure."

**V**ALUABLE books comprising incunabula, early English literature, Americana, special editions and association books, including important broadsides of the American Revolution, early newspapers and almanacs, and the correspondence of Commodore Thomas Robinson, U. S. N., embracing many important letters of the first commodores of the American Navy, will be sold by Stan V. Henkels & Son, in Philadelphia, October 30th. There are many rare items of Americana, especially of broadsides, in this sale.

**T**HE first book sale of the season at the American Art Galleries will take place on November 10th. It is part of the well-known collection of the late Oliver H. P. Belmont, sold by order of Mrs. Belmont, with other properties, comprising sporting books and prints, a series of thirty-five colored aquatints of celebrated race horses, an important series of original drawings by Henry Alken as well as books and prints illustrated by him, sets of the "American Turf Register," also important books on arms and armour, costume, pottery, furniture, rugs, etc. There is also an extensive and important collection of original drawings by George Cruikshank, some of which have never been published, as well as books illustrated by him.

**T**HE Brooklyn Museum has issued a catalog of the drawings of Aubrey Beardsley which were shown at the museum in November and December. At the time of the exhibition, a list of the drawings was entered in a general catalog which covered other subjects, but inasmuch as there were twenty drawings shown which had never been included in other lists, it was later decided to print a catalog for collectors of

Beardsley's work and to describe in detail items which have not appeared elsewhere, with a view to future identification rather than critical comment. These twenty drawings are important as showing the phase of Beardsley's adolescent period, and are chiefly designs for programs which apparently the artist created impromptu in playful moments when he and his friends were arranging amateur theatricals. The twenty drawings, like many of the most celebrated works which are also listed, were loaned to the museum by John Lane of London.

**T**HE sale of books, pamphlets and broadsides relating to the French and Indian War, the Stamp Act, American Revolution and the adoption of the Federal Constitution, held by Charles F. Heartman, at Metuchen, N. J., October 14th, attracted wide attention and many good prices were realized. Among some of the rarer lots were the following: The first separate issue of the Stamp Act, 12mo, 66 pages, London, 1765, \$77.50; Jonathan W. Austin's "Oration delivered March 5th, 1778, commemorating the Bloody Tragedy of the Fifth of March, 1770," 4to, uncut, Boston, 1778, very rare, \$76.50; broadside of the Battle of Lexington, April 19th, 1775, large folio, \$180; Edmund Burke's Speech on Moving his Resolution for Conciliation with the Colonies, 4to, blue wrappers, London, 1775, \$52.50; Jonas Clark's "A Sermon preached at Lexington," April 19, 1776, commemorating the beginning of hostilities between Great Britain and America, 8vo, Boston, 1776, excessively rare, \$142.50; a rare broadside of the Declaration of Independence, large folio, Salem, Mass., 1776, \$670; Elbridge Gerry's "Observations on the New Constitution and on the Federal and State Conventions," 8vo, unbound, Boston, printed; New York, reprinted, 1778, \$52.50; Benjamin Hichborn's "Oration," delivered March 5th, 1777, commemorating the Boston Massacre of March 5th, 1770, Boston, 1778, \$100; Thomas Welch's "Oration" commemorating the Boston Massacre, March 5th, 1770, Boston, 1783, 4to, boards, Boston, 1783, very rare, \$225.

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## The Weekly Book Exchange

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Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. To insure prompt replies each title should begin on a separate line. Grouped titles in a solid paragraph, excepting those by one author, not allowed. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

**BOOKS WANTED****A. B. C., care of P. W.**

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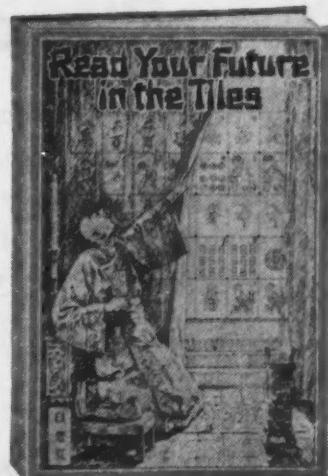
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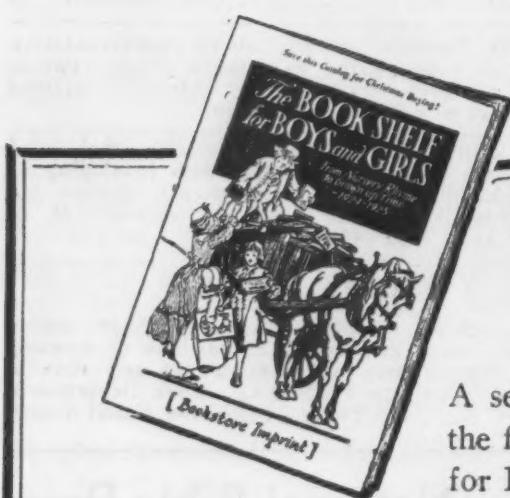
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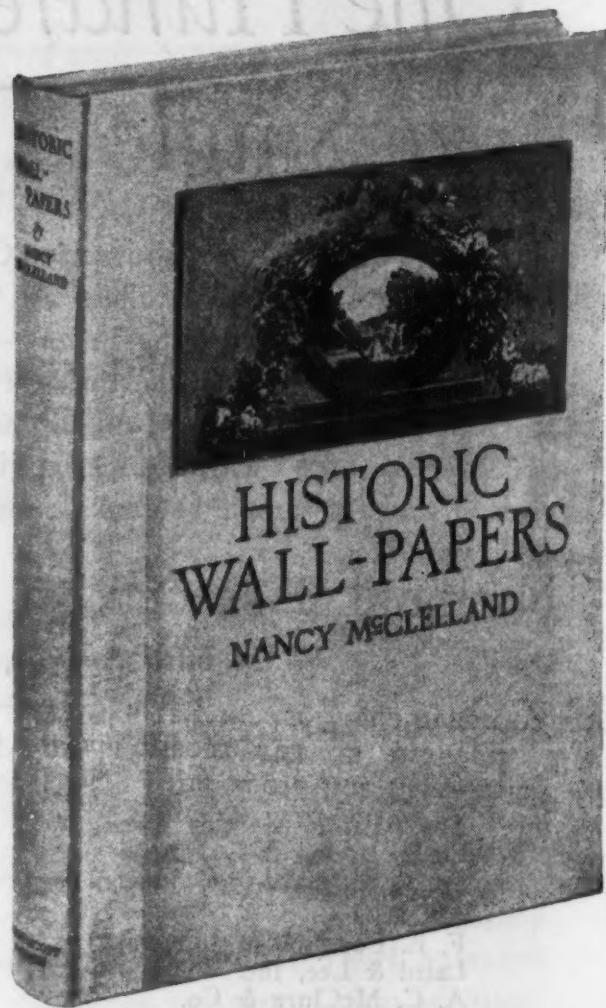
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